PRESS RELEASE

FROM: Lighting Technologies
4000 Anderson Farm Road
Austell, GA 30106

CONTACT: Tony Knapp
678.945.0445
tony@galightingtech.com

Lighting Technologies Announces Partnership With Adaptive® Outdoor Digital Displays

(August, 2007) Lighting Technologies has recently forged an alliance with outdoor digital display manufacturer Adaptive® to sell and service their products. Adaptive is a world leader for premium digital displays (www.adaptivedisplays.com). Our relationship with Adaptive will strengthen our product offering and solidify our business plan to be a single source supplier and service provider for all your commercial lighting needs.

So why should you consider modifying that tired and obsolete display?

Signs are among the most effective means of advertising because they communicate to customers at the moment they pass by your establishment. The effect is immediate. Branding signs announce your presence, but do little more.

If you want to increase sales, you must communicate a message to the customer that creates a compelling reason to pull off the road and enter your store.

Until now, most businesses have used reader boards for this purpose. They are inexpensive, and look it. The messages are dull, being comprised of text only, and are usually one color. How many times have you seen a reader board with a strangely spelled message because the advertiser ran out of letters? Is this how you want to communicate with your customers?

A far better solution is an LED digital display. They offer unlimited color, graphics, photos and messages. It's like having a continuous television commercial that you can change instantaneously. An LED digital display will pull customers into your establishment while elevating your brand. It could even provide you with a source of advertising revenue.

So what sign should you buy? Many attributes such as size, resolution, and color capability will be determined by your needs, budget, and location. Other attributes are universally desirable. Lighting Technologies is proud to offer Adaptive Micro Systems digital displays exclusively. They are the best in the business because:

- They provide the widest viewing angle, allowing more potential customers to view the message for a longer period of time.
- Their displays are maintenance-free because they are completely sealed, providing longer life and best-in-class uptime.
- Their 24/7 customer support is unequalled in the industry.

Who should you buy your sign from? In short, from someone who will take good care of you before, during, and after the sale. You may be tempted to buy from a sign broker or the neighborhood sign shop. Be careful. They purchase the sign from a dealer, such as us; subcontract the installation to a third party, such as us; and then walk away after the sale. They add no actual value, and can cost you thousands of dollars and a dozen headaches. In contrast, Lighting Technologies provides best value because:

- We buy directly from the manufacturer, eliminating the middleman.
- We perform the installation ourselves, insuring that it is done right.
- We service Adaptive displays and will continue to support you after the sale.